

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1 – 29. (Canceled)

30. (Original) A system for targeting advertising to at least one subscriber comprising:

a processor having means for selecting an advertisement from pre-selected advertising categories, wherein the selecting means selects a plurality of advertisements, and wherein the processor is a network controller;

means for gathering information corresponding to currently watched television programs;

means for correlating the currently watched programs information with categories of the pre-selected advertisements, wherein each advertisement category includes at least one advertisement; and

a transmitter, wherein a selected advertisement selected by selecting means is transmitted, and wherein the transmitter transmits the selected advertisements on a single channel; and

a display, operably connected to a set top terminal, on which the transmitted advertisement is displayed via a single channel, wherein the set top terminal switches channels based on which advertisement is selected, the selected advertisement corresponding to the correlated currently watched programs information and categories of the pre-selected advertisements.

31. (Currently Amended) The system as recited in claim 30, wherein the set top terminal ~~scales and repositions~~ is configured to scale and reposition video for the display, the video being displayed on a portion of the display displaying the selected advertisement.

32. (Original) The system as recited in claim 30, wherein advertisement video displayed is targeted to individual set top terminals.

33. (Previously Presented) The system as recited in claim 30, wherein the selected advertisement is one of video commercials, infomercials, and promotional video, wherein infomercials are time varying video segments greater than 30 seconds.

34. (Currently Amended) The system as recited in claim 33, wherein the selected advertisement is a promotional video that includes future television programming available on the set top terminal, the future programming targeted to individual set top terminals based on analysis of currently watched television programs, ~~and wherein a user selects a future program to view by operating a select button on a set top terminal remote control.~~

35. (Currently Amended) The system of claim 33, wherein the selected advertisement is a promotional video that includes a description of future programming, a time and date of availability, and a cost to purchase.

36. (New) A method for targeting advertising, comprising:
selecting an advertisement from pre-selected advertising categories, wherein a plurality of advertisements are selected;
gathering information corresponding to currently watched television programming;
correlating the currently watched programming information with categories of the pre-selected advertisements, wherein each advertisement category includes at least one advertisement; and
transmitting a selected advertisement; and
displaying, using a terminal device, the transmitted advertisement, wherein the terminal device switches datastreams based on which advertisement is selected, the selected advertisement corresponding to the correlated currently watched programming information and categories of the pre-selected advertisements.

37. (New) The method as recited in claim 36, wherein the terminal device scales and repositions video for display, the video being displayed on a portion of a display displaying the selected advertisement.

38. (New) The method as recited in claim 36, wherein advertisement video displayed is targeted to individual terminal devices.

39. (New) The method as recited in claim 36, wherein the selected advertisement is one of video commercials, infomercials, and promotional video, wherein infomercials are time varying video segments greater than 30 seconds.

40. (New) The method as recited in claim 39, wherein the selected advertisement is a promotional video that includes future television programming available on the terminal device, the future programming targeted to individual terminals based on analysis of currently watched television programs.

41. (New) The method of claim 39, wherein the selected advertisement is a promotional video that includes a description of future programming, a time and date of availability, and a cost to purchase.

42. (New) One or more machine-readable media including machine-executable instructions, that, when executed, cause a device to perform a method for targeting advertising comprising:

- selecting an advertisement from pre-selected advertising categories, wherein a plurality of advertisements are selected;

- gathering information corresponding to currently watched television programming;

- correlating the currently watched programming information with categories of the pre-selected advertisements, wherein each advertisement category includes at least one advertisement; and

- transmitting a selected advertisement; and

- displaying, using a terminal device, the transmitted advertisement, wherein the terminal device switches datastreams based on which advertisement is selected, the selected

advertisement corresponding to the correlated currently watched programming information and categories of the pre-selected advertisements.

43. (New) The one or more machine-readable media of claim 42, wherein the terminal device scales and repositions video for display, the video being displayed on a portion of a display displaying the selected advertisement.

44. (New) The one or more machine-readable media of claim 42, wherein advertisement video displayed is targeted to individual terminal devices.

45. (New) The one or more machine-readable media of claim 42, wherein the selected advertisement is one of video commercials, infomercials, and promotional video, wherein infomercials are time varying video segments greater than 30 seconds.

46. (New) The one or more machine-readable media of claim 45, wherein the selected advertisement is a promotional video that includes future television programming available on the terminal device, the future programming targeted to individual terminal devices based on analysis of currently watched television programming.

47. (New) The one or more machine-readable media of claim 45, wherein the selected advertisement is a promotional video that includes a description of future programming, a time and date of availability, and a cost to purchase.

48. (New) A system for targeting advertising comprising:

a network controller processor, configured to perform the following:

select a plurality of advertisements from pre-selected advertising categories;

gather information corresponding to currently watched television programming;

and

correlate the currently watched programming information with categories of the pre-selected advertisements, wherein each advertisement category includes at least one advertisement;

a transmitter configured to transmit a selected advertisement; and
a terminal device, configured to cause the display of the transmitted advertisement, wherein the terminal device is configured to switch datastreams based on which advertisement is selected, the selected advertisement corresponding to the correlated currently watched programming information and categories of the pre-selected advertisements.

49. (New) The system as recited in claim 48, wherein the terminal device is configured to scale and reposition video for the display, the video being displayed on a portion of the display displaying the selected advertisement.

50. (New) The system as recited in claim 48, wherein advertisement video displayed is targeted to individual terminal devices.

51. (New) The system as recited in claim 48, wherein the selected advertisement is one of video commercials, infomercials, and promotional video, wherein infomercials are time varying video segments greater than 30 seconds.

52. (New) The system as recited in claim 51, wherein the selected advertisement is a promotional video that includes future television programming available on the terminal device, the future programming targeted to individual terminal devices based on analysis of currently watched television programming, and wherein a select button on a terminal device remote control permits a user to select a future program to view.

53. (New) The system of claim 51, wherein the selected advertisement is a promotional video that includes a description of future programming, a time and date of availability, and a cost to purchase.